

# THE MERCHANDISE REVOLUTION HAS SET IN

## The Second Floor Sale of Made Garments.

See what the newest and prettiest garments can be sold for when time yields to the necessity of sales with large manufacturers. In every corner of the floor are the handomest and newest things for less than the cost of materials.



### The Muslin Underwear Sale Has Ripened Into a Cyclone.

The sale includes thousands of the newest and prettiest garments. The price chances are for just about one-half their customary values.

#### Lace Trimmed Underskirts.

36 dozen, that cost \$1.08 to \$2.25, for \$1.25. Underskirts, trimmed in lace or embroidery, cost usually \$1.60 to \$1.88, for 98c. Skirts, that cannot be equalled under \$3.50, for \$1.98. 79c. for Embroidered and Lace Trimmed Underskirts, cost usually \$1.00 and \$1.25.

#### Gowns for 50c.

a lot that cost usually 75 and 85c. 85c. for the finest lot of Gowns ever shown at \$1.75 to \$2.00. 60c. Gowns, in various styles, made as well as any \$1.00 garment. 80c. Gowns, made to sell at \$1.38.

#### Corset Covers for 25c.

trimmed in Torchon lace insertions, 60c. ones. 50c. Corset Covers, various sorts, 70 to 80c. ones. 70c. Corset Covers, some of the best \$1.25 styles, made.

#### Drawers for 29c.

Several styles of the best 30 to 40c. 30c. for Drawers with the wide embroidery full, 50c. usual best price. 50c. Drawers, in various styles, trimmings, 75 and 79c. ones. 10c. for Children's Drawers, made of good muslin, hem and tucks, worked button-holes.

### Shepherd Plaid Ladies' Shirt-Waist Suits.

\$4.00 braid trimmed ones are marked \$1.75. Madras and Lawn Suits, embroidery trimmed, \$2.48 and \$2.75. Others were made for sale for \$5.75 and \$7.50, are \$3.75 and \$5.00.

Handsome White Dresses of linen, Sheeting, real tailor-made, are \$5.00. White Persian Mull Dresses, made by one of the finest dress-makers in New York, \$8.08 and \$10.00.

Linen Colored Suits, in newest designs, are \$3.98. White P. K. Skirts, with deep hem, for 25c. Pure Linen Skirts, with triple flounce, braid finished, \$1.25. Walking Skirts, of cheviot, for \$1.25.

Walking Skirts, of pure linen, full flare, hip trimming, \$2.75. Handsome Pure Linen Skirts, trimmed with rows of clumsy lace and bias folds, \$5.50; others to \$10.00.

ing Skirts for 75c. \$1.50 Oxford and Black Walk- \$5.00 Melton Skirts for \$2.08. Handsome Voile Skirts, panel front and braid trimmed, \$1.38. Fine quality Broadcloth Skirts in walking and dress lengths \$6.50.

Ladies' Suits of All-Silk Peau de Soie, new and fashionably tailored, for \$12.50, sold to \$22.50. Handsomely gotten up Suits of India Silk, in white and black instead of \$24.00, they are \$18.00. Suits of Chantung Pongee, this season's newest effects, \$15.00.

\$37.00 All-Silk Robe Skirts over silk drop, for \$18.50. \$16.50 All-over Net Skirts for \$10.00.

Fine Lawn Kimonos and Dressing Scaques, in every conceivable style and color, the \$1.00 ones for 60c. Fine Lawn Wrappers, extra sizes, 75c. \$1.69 Best Percal Wrappers for 98c.

#### Ladies' Waists.

Sheer White Lawn and Linen Cambr Shirt-Waists, 10 dozen manufacturers' sampler, variety of styles, \$1.00 and \$1.25 ones, for 65c.

Fine Oxford Cloth Waists, pleated, with large buttons, 150 Waists, all sizes, for 79c. \$2.50 Beautiful Persian Lawn and India Linon Waists, hem-stitched tucked, trimmed with fagoting or fine embroidery, for \$1.85.

Pure Linen Waists, three new styles, tailor fashioned, or embroidered, \$3.50 kind, for \$2.75. Fine P. K. and Mercerized Waists, various kinds, white or neat dotted and stripe effects, this season's \$1.50 and \$2.00 ones, for 98c.

Pongee Waists, silk finished, new collar and sleeves, all sizes and colors, for \$1.50. China Silk Waists, all of a sample lot, variety of styles, \$3.50 and \$3.98 ones, for \$2.75.

\$5.00 Unlined Pongee and Taf-feta Waists, all colors and black, for \$3.75. Pure Linen Waists, three new styles, tailor fashioned, or embroidered, \$3.50 kind, for \$2.75. Fine P. K. and Mercerized Waists, various kinds, white or neat dotted and stripe effects, this season's \$1.50 and \$2.00 ones, for 98c.

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## Cohen's Store

THE FIRST TO BRING DOWN PRICES.

Wherever conditions for a break in values, Cohen's buyers stand ready with their implements to gobble in all the advantages for its Richmond public.

## NOW IS THE TIME TO BUY.

Every price as marked below is given with the most careful accuracy, and represent prices that it will be a blunder not to buy at once.

### White Goods by the Thousands of Yards.

All of them the very same you have bought here and elsewhere at just double our Monday's prices. Plain and fancy weaves, mercerized in American or imported. All belated stuffs that had to be sold.

Sheer 40-inch-wide White India Linon, 1,000 yards for Monday's sale, 9 1/2c.

The usual 10c. grade India Linon are 6 1/2c. White Pique Walts, soft finish, straight cords, a yard, 12 1/2c. The usual 25c. Piques are priced 16 1/2c.

Dotted Swisses, the fine pin-dots, best prices 17 and 19c., these, per yard, 12 1/2c. The usual best 12 1/2c. ones are 9 1/2c.

Beautiful New Satin Mercerized Striped Shirting, yard wide, for 17c. Fancy Weave Madras, with silk

mercerized striped, various 19 to 25c. styles, for 12 1/2c. The 12 1/2 and 17c. Satin Striped and Corded Madras, yard wide, for 10c.

The New Crepe Weaves, in white Madras, stripes and figures, for 9 1/2c. Persian Lawns, the sheerest, finest 25 to 40c. grades, for 12 1/2c. White French Organdy, always 25c., for 15c.

Linen Dadacon, the finest 25 and 35c. grades, are priced 16 1/2c. English Long Cloth, special soft, fine finish, a piece of 12 yards, for 79c.

### 672 Doz. 25c. Dress Pearl Buttons for 10c. a Doz.

173 gross of 10c. Pearl Buttons, shirt-waist sizes, per dozen, 5c. Self-Shank Pearl Buttons, 75c. ones, for 42c.

3c. spoons of Kim's Spool Cotton for 5c. Safety Pins, 2 1/2c. dozen. 12 yards Tape, 5c. A lot of 5 and 6c. Beading for 3c. 2 packs Hairpins for 1c. Ribbon Stock Collars, 5c. 2 dozen Hump Hooks and Eyes for 1c.

Spool Silk, black and colors, 31-3c. 4 boxes Assorted Pins for 5c. Military Hose Supporters, 10c. Large Kid Curlers, 8c. WHITE TAR SOAP, 3 1/2c. Floating Soap, 3c. Pure Talcum Powder, 5c. 10c. Tooth Brushes for 10c.

Real Bristle Hair Brushes, 24c. WIDE TIE FANCY RIBBONS, 50 to 75c. Ladies' Belts (samples), choice, 25c.

### Wash Cotton Fabrics in Their Price Collapse.

road of price change. Goods that were held as the pictures of textile fabrics of the season are one-half and less.

(Main Floor.) 97,000 yards of finest 12 1/2c. Batiste, every conceivable color combination and design made, choice, 8 1/2c.

Fancy Printed Cannon Cloth and Linen Finished Fabric, light and dark grounds, Bourrette and other effects, sold in the city for 10c., our price 9 1/2c.

Crepe Challies, cream grounds, dainty and effective styles, instead of 18c., per yard, 9 1/2c. Mercerized Mousselines and Foulards, fancy printed, perfection of style, the 50 and 60c. kind, for 25c.

81-3c. Batiste, white grounds, a large assortment of desirable patterns and colorings, for 5 1/2c. 25c. Mercerized Silk Gingham, solid and fancy woven wash silk designs, per yard, 12 1/2c.

Silk Striped Gauze Linens, very sheer, imported, to retail for 50c., per yard, 23c.

### The Approved Ribbons.

But their sale was too slow for the maker, so that Cohen's offer was accepted for the lot. The stock was too large for their accustomed corner, so that the choosing will be in the middle aisle Monday.

WIDE TIE FANCY RIBBONS, 3-INCH WIDTH, MONDAY, 5c. A YARD, IN MANY COLORS. 5-inch Sash to be sold for 25c. In Blue Taffeta for 22c.

25c. Ribbons to be sold for 15c. 40, 50 and 60c. Ribbons for 25c. Hundreds of other sorts.

### More Summer Silks Than Buyers.

or how could the most desirable Silks for present season be sold at such prices? The loss is 33 to 50 per cent. All of them such Silks as you expect to find at Cohen's store.

### Three White Habutai Specials



38-inch, soft, lustrous, 75c. one, for 44c.; 27-inch, 50c. one, for 29c.; 65c. one, in the embroidered effect, for 30c. All three of these are the genuine washable kind.

\$10.00 Embroidered Waist Patterns, "put up in boxes," white and black, to close for \$4.75 pattern. These are the finest Japanese Silk.

18c. for Silk Mousselines, in white or pretty light colors, regular 60c. qualities.

25c. for Crepe de Chines, in pink, light blue, navy and black, embroidered in neat designs, regular 50c. grades.

1 lot of White and Black Ground Foulards, worth 60 to 85c., any for 30 and 40c. yard.

1,500 yards Handsome \$1.00 Crepe de Chine, in all the popular evening and street shades, any for 60c. yard.

"Yanki Pongee" Wash Silk, in all shades, including black and white, regularly 60c., for Monday, 30c. yard.

To close, 1 lot of Handsome Taffeta, in such popular colors as navy, brown, maise, tan, cardinal; lots of other good shades, worth 50 and 60c., any for 30c. yard.

Yard Wide Taffeta, soft finish, black and white, pure silk, 98c. value, for 60c. yard.

Imported Black Taffeta, extra loud rustle, usual 75c. one, for 50c. yard, guaranteed all silk.

1 lot Washable Taffetas, best colors, suitable for shirt-waist suits, 85c. value, for 45c. yard.

The genuine "Yama Mai" Silk, sold at Cohen's, each piece bears the main distinctive name. It is an all-silk taffeta, used for lining skirts, etc., and it wears equal to any 75c. silk, comes in black, white and all colors, the price 39c.

### Closing Lining Sale.

Black Moire Peraline, 9c. 19 and 25c. Colored Mercerized for 10c. 25c. Navy Silk for 17c. Lining Cambrics for 3 1/2c.

### These Goods Will Be Sold on the 3rd Floor.

Take elevator. 25c. Curtain Swiss, in all colors, of new striped effects, for 16 1/2c.

16c. Art Denims for 10c. Muslin Ruffled Curtains, with lace insertings and edge, 3 1/2 yards long, the best \$3.00 ones, for \$1.60 a pair.

Complete Mosquito Canopies, new patterns, for \$1.50. Sewing Machines. The most superior and complete made, \$80.00 was the standard price, for \$17.00.

Others, with equal merits and warranted for five years, at \$9.50 and \$14.50.

### Canvas Covered Trunks for \$1.59.

Roller-Tray Trunks for \$4.00. Leather Tipped Telescopes for 85c. Dress Suit Cases for \$1.25.

15c. China Matting for 8c., Heaviest 25c. grade for 16 1/2c. 30c. Linen Warp, fancy, for 15c. Floor Oil Cloth, 10c. a yard. Moquette Rugs, 3x6 feet, for \$2.75.

Wilton Rugs for \$1.10. \$1.75 Fiber Rugs for \$1.00. 3x6 feet Matting Rugs for 60c. 50c. Ingrain Rugs for 19c.

Enamel Beds complete with woven-wire springs, and mattress, for \$4.89. Linen Window Shades, mounted on spring rollers, for 15c.

All Last Season's Carpets a full third under price.

### More Laces and Embroideries Have Come.

The attraction aroused heretofore is laid in the shade by these lots. It's late in the season and you can expect them at almost any price now.

### Embroidery.

foundings, wide margins, showy styles, special Monday, 12 1/2c. EMBROIDERIES AT 9c., the wide cambric, in the showy, open patterns.

French Embroideries, the finest hand-loom Swiss and Nainsook Edges and Insertions. 25c. yard for the usual 37 to 45c. Embroideries.

16 1/2c. for the usual 25 to 35c. ones. 38c. for 60 to 75c. sorts. 50c. for 85c. to \$1.00 Embroideries.

Manufacturers' Lengths, 3 to 6-yard lengths, 3 1/2c. yard. Manufacturers' Lengths at 9, 12 1/2 and 16c. for the best 16 to 25c. Embroideries.

Laces. The Wide Duchess and Point de Paris Insertions and Edges, hundreds of pieces, 10 and 12 1/2c. ones, for 6c.

LACES FOR 10c. Insertions and Edges, 3 to 6 inches wide, usual best price 18 to 20c., choice of an immense lot, a yard, 10c.

Cluny Insertions, cream or white, wide, showy styles, a yard, 12 1/2c. Black Lace Galleons, a lot of 19 to 25c. ones to be sold for 10c.

Wash Torchon and Madras Laces, 200 pieces in the lot, a yard, 3c. Valenciennes Lace Beading, a dozen yards for 10c.

HUNDREDS OF FRENCH VAL. LACES AT SPECIAL MONDAY PRICES.

## The Bargain Basement Is In Its Glory.

All goods that are as reliable as if you paid full prices. Any article you buy that's unsatisfactory can be returned. It's the half-price store at all times and now.

6,887 yards Best Merrimac Shirting Calicoes, in an almost endless variety of styles, for 3 1/2c. Printed Bourrette Cloth, for shirt-waist dresses, the best 19c. quality, 9 1/2c.

The 81-3c. Batiste, 5,600 yards to be sold for 4 1/2c. 81-3c. Seersucker Gingham for 4 1/2c.

Fine Unbleached Cotton, the 4c. grade, for 2 1/2c. Best 5c. Apron Gingham, all colors and checks, for 3 1/2c.

16 1/2c. Fancy Printed Pique Welts, dark grounds, for 7c. 1/4c. Scotch Batiste, light and dark effects, for 3 1/2c.

Yard Wide Long Cloth, 6 1/2c. 19 and 25c. Imported Gingham, solid and fancy woven effects, for 9 1/2c.

12 1/2c. Mercerized Striped and Corded Madras, shirting and suiting styles, for 7 1/2c. Yard Wide 6 1/2c. Unbleached Cotton for 4 1/2c.

Sale of Bleached Sheet and Pillow-Case Cottons, one-third less than usual price, 42 inches, for 8c.; 45-inch, 10c.; 8-4, 16c.; 9-4, 18c.; 10-4, 20c.; 11-4, 22c.

Sale of White Quilts. Extra Large Crochet, Marcelline designs, the \$1.50 ones, for \$1.10. Some \$1.00 ones are 75c.

\$3.50 Heavy Embossed Marcelline, fringed and plain hemmed, for \$2.50. Summer-Weight Honeycomb Quilts, full double-bed size, for 75c.

The 50c. Crochet ones for 29c. Sale of Cottage Curtains. Muslin, in plain and fancy, with ruffled edges, up to \$2.00 ones, choice, 50c.

\$2.00 Lace Curtains, variety of styles, choice, 60c. 12 1/2c. White Curtain Muslin for 8c. a yard.

Yard Wide Best 12 1/2c. Silkoline for 7 1/2c. \$4.00 Roman Striped Madras Curtains for \$1.75.

Ladies' Lawn Wrappers, with deep ruffled skirt, for 75c. Ladies' Shirt-Waists, all sizes, with large buttons, for 50c.

\$3.50 yards Best Dressmaker's Cambrics, colors and black, for 3 1/2c. Men's Linen Collars, manufacturers' accumulations, for, each, 1c.

Boys' All-Wool Pants, to 14 years of age, for 25c. 10c. Parchment Linen Paper for 8c. a pound.

573 Cloth-Bound 25c. Books for 10c. each. 39c. Writing Paper, in tints or white, for 20c.

370 Doz. Ladies' Ribbed Vests lace or plain, regularly 12 1/2c., these, each, 7c. Another lot, all sizes and kinds, choice, 4c.

216 Doz. Ladies' Solid Fast Black Seamless Hose, a Pair, 50c. Misses' and Boys' Ribbed Hose, in sizes 8 1/2 to 10, for 10c.

Mill Ends of White Linons, the finest and best made at 10 1/2c. to 25c. pick any for 9c. Piques, Madras and Oxford Weaves, 12 1/2 to 19c. ones, for 8c.

3,100 yards Sheer India Linon, best at 12 1/2c., for 7 1/2c. Another lot of about 1,200 yards to be sold, a yard, 5 1/2c. White Victoria Lawn, 6 1/2c. grade, 8 1/2c.

Manufacturers' Ends of Towels. A lot of all sorts, pick any for 3c. Bleached Turkish Bath Towels, slightly imperfect in weave here and there, 25c. Towels, for 15c. Kitchen Crash Towelling for 3 1/2c.

Trimmed 25c. Corset Covers, Several Styles, 17c. Muslin Drawers, with hem and tucks, for ladies, 12 1/2c. Lace Trimmed \$1.00 Underskirts for 60c.

Night Gowns for 39c., trimmed in lace or embroidery. Night Gowns for 25c., with tucked yokes, trimmed with cambric ruffles.

Porcelain Lined Teapots, 4 quarts, for 40c. Venetian Porcelain Saucepans for 80c. 14-quart Preserving Kettle for 59c.

3-piece Jap. Toilet Sets, \$1.25 ones, for 85c. Block Tin Copper Bottom Steam Cookers, 98c. 2-gallon Galvanized Oil Cans, 29c.

All Size Water Coolers, best at under price, \$1.40 to \$5.25. The Diamond Egg Whisk is 2c. 100-piece Handsome Decorated Dinner Sets for \$8.98.

Another, in various color decorations, 100 pieces, for \$9.98. A lot of Tea Sets, that cost \$7.80, will be sold for \$6.00. A large lot of 50c. Salad Bowls to be sold for 25c.

1 crate of White Covered Dishes for 39c. Cut-Pattern Water Bottles, Jugs and Vinegar Bottles, 15 to 23c. 10-piece Handsome Decorated Toilet Sets for \$2.25.

## The Picture of the Linen Prices Cries for Quick Buying.

Never again such Linens; never again such prices for the finest Linens made in all Ireland. Napkins, Dress Linens, Table Linens and Towels by the cases.